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## **GOLTV's Value Added Proposition CONTINUES TO FUEL CHANNEL'S GROWTH AND BRING IN ADVERTISERS**

### ***Go!TV – Delivers Desired Audience Demographic***

**Miami Florida, 8/01/06** – On the heels of the heavily followed World Cup finale and following May Upfronts in New York, Go!TV is once again attracting the attention of major advertisers looking for a specific niche audience segment.

Subsequent its wins during the first part of the year with Frito Lay, Dodge, Western Union, and Gatorade, today Go!TV announced that it is proud to welcome Terra Networks USA and Lucas Oil to its important roster of clients.

The lure for advertisers is simple, Go!TV continues to do an incomparable job of delivering the elusive Male 18-49 demographic. In addition the channel's continued expansion and its jump in distribution among Hispanic TV households (180% from this time last year) is also seen as desirable by many advertising decision makers.

"Go!TV has the capacity to bring us into 9 million households, not to mention that these are within a strategically targeted demo. It just seemed like the right formula to get the message across about our product line, one of the fastest growing additive lines in the consumer automotive industry," said Manuel Gutierrez, Director of Marketing for Lucas Oil.

"The advantage as we see it lies in segmentation and the quality programming that Go!TV has to offer. Terra has a very strong content offering for the sport's fan and in particular for the soccer fanatic. We offer the most comprehensive coverage of all the national tournaments, such as the Mexican or the Argentinean Soccer League, as well as international. Advertising on Go! TV is a natural fit for a site like Terra where soccer is a key component of our online experience," stated Fernando Rodriguez, CEO of Terra Networks USA.

Indeed the channel's appeal is in the numbers and what it can deliver. According to a Simmons National Consumer Study.

- Go!TV is a prime destination for the hard-to-reach young male demographic. In fact, 66% of the Go!TV audience is male 18-49.
- In addition, when it comes to many consumer brands Go!TV's key demographics hit the mark. In fact, Go!TV indexes higher than the total Hispanic population in terms of viewers who are most likely to buy a new home, buy or lease a new car, refinance their mortgage, send money, consume energy drinks and purchase licensed sports clothing.

And there is not only the issue of having a strategically targeted audience but of delivering a captive audience as well.

- GoITV viewers are certainly DEDICATED to the network. Indeed, 63% of viewers spend more than seven hours per week watching.

The fact that audiences are tuning in is certainly no accident. The top ranking leagues and championships, the depth of coverage, the completeness, the live coverage of the world's most exciting soccer games, and all broadcast 24 hours a day is what is truly making GoITV a must for soccer fans across the USA.

#### **About GoITV**

GoITV is the first and only Television Network broadcasting 100% soccer in the US. GoITV was officially launched in February 2003 and brings the best games from Europe and Latin America as well as complete coverage of soccer from around the world. For more information please visit [www.goltv.tv](http://www.goltv.tv).

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